

Alert Carolina System Overview

Campus Safety Commission Meeting

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Director of Emergency Management & Planning



FINANCE AND OPERATIONS

Emergency Management and Planning



UNC's emergency notification system used....

“To immediately notify the campus community upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or staff occurring on the campus ... unless issuing a notification will compromise efforts to contain the emergency,”

in accordance with the 2008 Higher Education Opportunity Act –
Clery Act.

Four Alert Types

1. Emergency Warning – significant emergency or dangerous situation alerts involving an immediate threat. Examples include:

- armed and dangerous person
- major chemical spill or hazardous materials incident
- tornado warning

Sirens activated

2. Crime Alerts – serious or continuing threat alerts resulting from a Clery Act crime occurring on UNC's Clery geography such as:

- Criminal homicide
- Sex offenses
- Dating/Domestic violence
- Robbery
- Aggravated assault
- Burglary
- Motor vehicle theft
- Arson
- Hate crimes

Four Alert Types *(cont'd)*

3. Informational – alerts regarding situations of significant interest to campus, but don't meet the criteria of an emergency warning or crime alert.

4. Adverse Weather - weather alerts such as approaching snowstorms or hurricanes that may impact campus conditions; also issued for tornado watches or severe thunderstorm warnings from NWS.

System Components

Primary to AC System









- Outdoor Sirens
- Email
- Text
- Alert Carolina Website
- Social Media – Alert Carolina Twitter*
 - UNC Twitter
 - UNC Police Twitter
- UNC Website Banner
- Desktop Alert

External Outlets

- News Release
- Digital Signage
- Cable TV EAS
- Mobile Apps (LiveSafe)

**Parents encouraged to follow us on AC Twitter to receive push notifications.*

System Messaging Summary

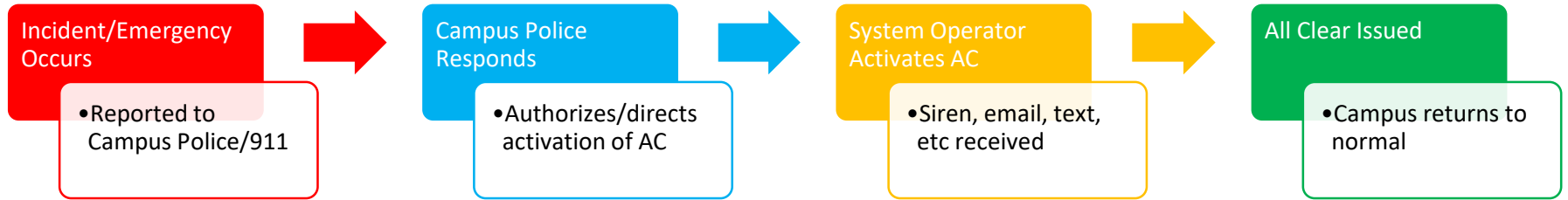
Type	Alert Carolina System							External Outlets			
	Sirens	Email	Text	Web	Social Media	Official Banner	Desktop Alert	News Release	Digital Signage	CATV EAS	Mobile Apps
Emergency Notification	✓	✓	✓			✓	✓	✓	✓	✓	✓
Crime Alert		✓	✓			✓					✓
Informational		✓									✓
Adverse Weather		✓	✓			✓					✓

NOTE: Campus Safety Officials may utilize alternative modes of notification at their discretion.

System Roles & Responsibilities

Role	Assigned Unit(s)	Responsibilities
System Oversight	Emergency Mgt & Planning	<ul style="list-style-type: none"> Oversee & operationalize the University's emergency notification system. Convene Advisory Team for review of protocols and/or activations, when necessary. Coordinate annual review/update of system protocols. Coordinate development of system training & scheduling of system tests.
Technical Administrator	ITS	<ul style="list-style-type: none"> Serve as technical expert of system components. Review & propose system technology upgrades. Ensure functionality of system components.
Activation Authority	Designated Campus Safety Officials	<ul style="list-style-type: none"> Authorize activation of the system when an alert criterion has been confirmed.
System Operators	Campus Police Dispatchers & ITS Control Center	<ul style="list-style-type: none"> Activate system in accordance with protocols. Participate in system training &/or exercises. Maintain familiarity with system operations.
Content Developers	Media Relations (PIOs)	<ul style="list-style-type: none"> Develop message content for alerts.
System Policy Group	AC Advisory Team	<ul style="list-style-type: none"> Provide general consultation, review, and recommendations on system protocols and operational effectiveness.

Alert Carolina Emergency Notification Activation Process



Closing Points

- Campus Safety is a collective effort.
- Ensure you're registered to receive Alert Carolina text alerts and encourage others to do the same.
- Help promote Alert Carolina System awareness and individual preparedness among the campus community.
- Share feedback on how we can improve the effectiveness of the Alert Carolina System.

Thank you for this opportunity!
Questions?

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